

EISENHOWER WEST SMALL AREA PLAN

Steering Committee

February 23, 2015



Meeting Agenda

- Welcome and Updates
- Meeting Goals
- Draft Concept Plan + Transportation Modeling
- What's Next
- Community Comments & Questions



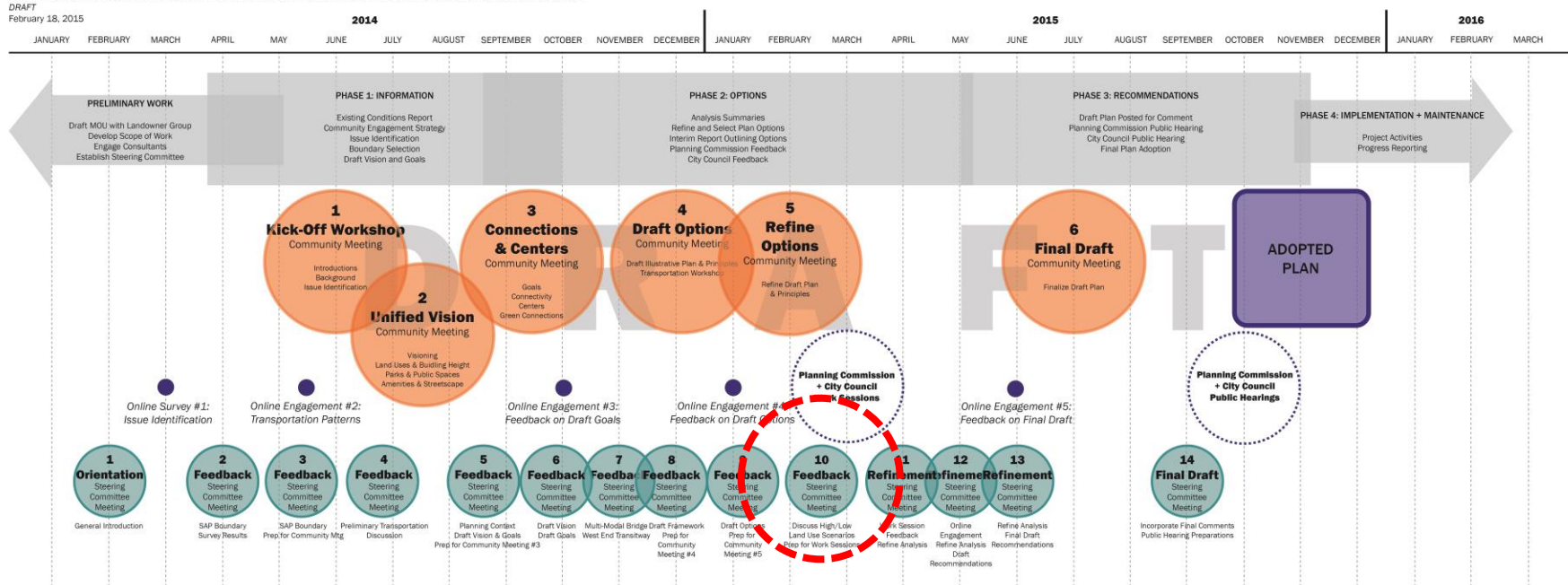
Meeting Goals

- Receive updates on follow up tasks
- Provide feedback on draft concept plan and transportation modeling
- Provide feedback on future meetings



Work Program: Phasing, Key Meetings, & Online Engagement

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM



Schedule

- **Today:** Steering Committee Meeting #10: Draft Concept Plan + Transportation Modeling
- **March 11th:** Planning Commission Work Session
- **March 24th:** City Council Work Session
- **Spring 2015:** Test, Analyze, and Draft Plan; Continue Steering Committee Meetings Focused on Specific Topics
- **Summer 2015:** Final Draft Plan Presented at Community Meeting #6
- **Fall 2015:** Plan Adopted by City Council



Updates/Follow Up

- Straightening Backlick Run
- Draft Plan Outline
- Working with Fairfax County
- Upcoming Outreach:
 - Federation of Civic Associations
 - AEDP Board
 - Cameron Station Walking Tour

Draft Concept Plan + Transportation Modeling



EISENHOWER WEST
SMALL AREA PLAN

Community Meeting #5: Refined Concept Plan
February 9, 2015

SMITHGROUP JJR

EISENHOWER WEST



February 23, 2015 Eisenhower West Steering Committee

What we have been hearing

- Land use mix was reflective of feedback
- Flex/Residential concept was well received, but more information is needed
- Participants agreed with high-rise (20+ stories) near Metro, mid-high-rise (15 stories) ½-mile from Metro, mid-rise (5+ stories) beyond ½-mile from Metro
- More definition of green fingers is needed
- Funding/maintenance strategies for new parks
- Multimodal transit focus is needed beyond Metro (protected bike lanes, bridge analysis, etc.)
- The importance of an interim plan



Transportation Modeling

- 2014 Existing conditions
- 2040 baseline
- 2040 Draft Concept Plan
- Depending on the results, another scenario will be modeled



2040 Baseline

- Based on COG 8.3 forecast
- Some development forecast to 2040
- Regional traffic growth
- Transportation Improvements
 - Multi-modal bridge
 - Farrington connector
 - Corridors B & C (Transitways)
 - High Street and Picket Place Grid (Landmark/Van Dorn Corridor Plan)



2040 Draft Concept Plan

- Buildout of proposed land uses
- 75% of development achievable



Modeling Process

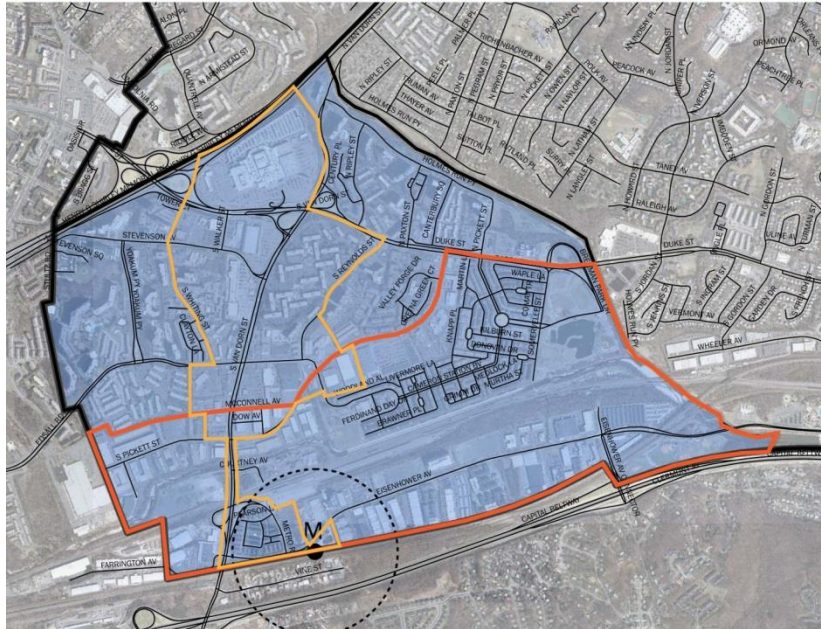
- Plan area broken down by Transportation Analysis Zones (TAZs)
- Total square footage
- Square footage by land use



Development Potential of Small Area Plans (Approved FY 1999-FY2010)

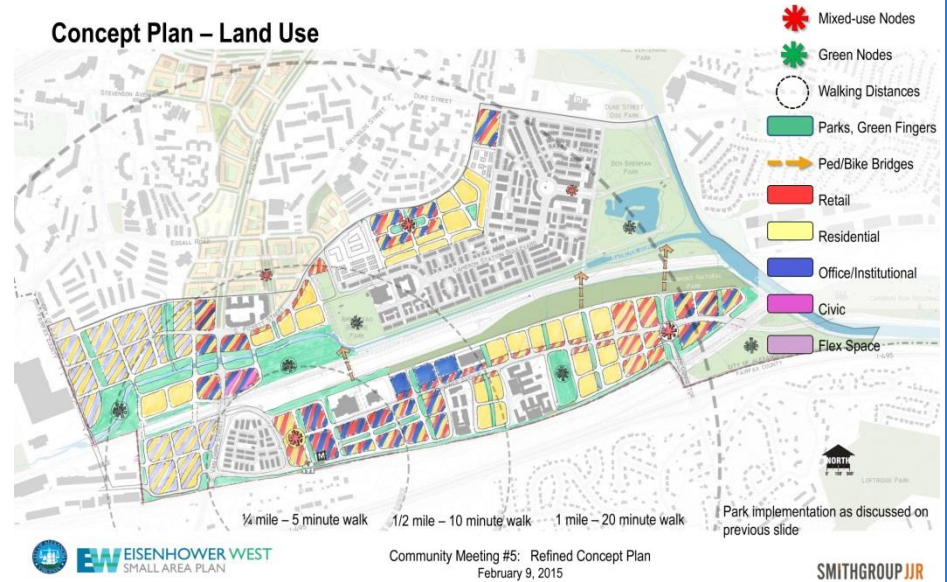
FY	Plan Name	Development
1999	Potomac Yard CDD	3,871,300
2001	Upper Potomac West Task Force Report (June)	388,200
2003	A Long Term...Plan for Arlandria Neighborhood (May 2003)	1,718,446
2003	Eisenhower East Small Area Plan (Spring 2003)*	8,931,761
2005	Mount Vernon Avenue Business Area Plan (May 2005)	214,313
2006	Hunting Creek Area Plan (October 2005)	256,000
2008	Braddock Metro Neighborhood Plan (March 2008)	2,343,500
2008	Braddock East Master Plan (October 2008)	1,301,000
2009	Landmark/Van Dorn Corridor Plan (February 2009)	12,112,000
2010	Potomac Yard North (May 2010)	7,500,000
2012	Waterfront Plan	840,000
2012	Beauregard Plan	11,943,101
TOTAL		51,419,621

Plan Area: Existing



640

Total Acres



247

Developable Acres

EISENHOWER WEST



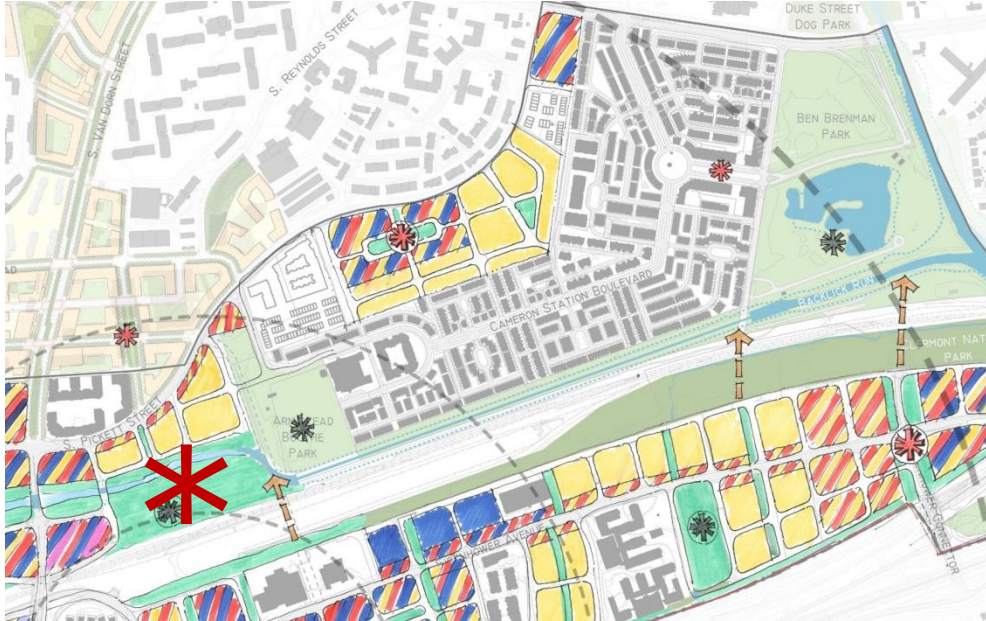
Sub-Area 1: West of Van Dorn District



* Staff proposes testing a development scenario for private land shown as green on the land use concept that includes full buildout so as to not preclude any option for these sites.

- Vertical mix of residential with office or flex on ground floor; strengthens employment base; opportunities to maintain and integrate existing light industrial uses
- Land Use Mix:
 - Retail: 5%
 - Office/Institutional: 10%
 - Residential: 65%
 - Flex: 20%

Sub-Area 2: South of Pickett District



* Staff proposes testing a development scenario for private land shown as green on the land use concept that includes full buildout so as to not preclude any option for these sites.

- Primarily residential with mixed use areas that include neighborhood-serving retail/services with office and/or residential above
- Land Use Mix:
 - Retail: 20%
 - Office/Institutional: 25%
 - Residential: 55%
 - Flex: 0%

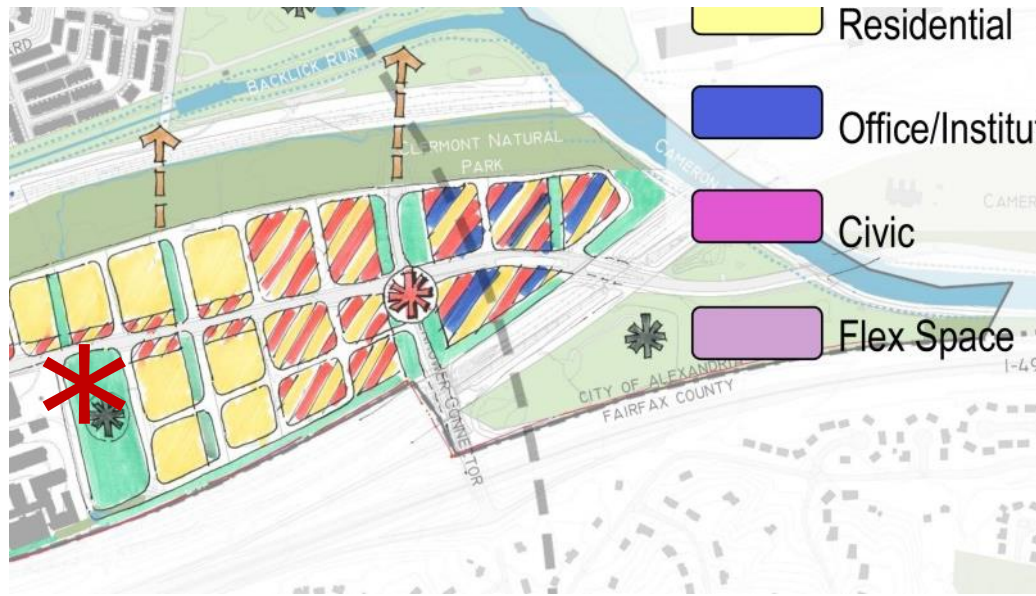
Sub-Area 3: Van Dorn Metro Station District



* Staff proposes testing a development scenario for private land shown as green on the land use concept that includes full buildout so as to not preclude any option for these sites.

- High density, mixed use development
- Land Use Mix:
 - Retail: 10%
 - Office/Institutional: 60%
 - Residential: 30%
 - Flex: 0%

Sub-Area 4: Clermont District



* Staff proposes testing a development scenario for private land shown as green on the land use concept that includes full buildout so as to not preclude any option for these sites.

- Primarily residential with mixed use areas that include neighborhood-serving retail/services with office and/or residential above
- Land Use Mix:
 - Retail: 15%
 - Office/Institutional: 35%
 - Residential: 50%
 - Flex: 0%

Potential Building Heights

- High: 15-20 floors, 155-270 feet*
- Medium-High: 8-15 floors, 85-200 feet*
- Medium: 4-8 floors, 45-110 feet*

*Floor height varies by land use



Questions

- Is the land use mix reflective of feedback received?
- Are the heights reflective of input received?
- Are there other assumptions we should make? If so, what?
- Next Steps: Developing square footages and number of units to match land uses and heights.



Work Sessions

- Please attend!
- Recap previous community meetings
- Describe draft concept plan
- Share key feedback from community and stakeholders
- Seek input
- Next steps



Spring/Summer 2015

- Feedback from Work Sessions
- Plan Contents
- Density Transfer
- Parks/Recreation Strategy
- Community Facilities
- Transportation and Multimodal Bridge
- Public Art
- Affordable Housing
- Industrial Study
- Utilities Infrastructure
- Architecture
- Phasing/Implementation



What's Next

Planning Commission Work Session

- Wednesday, March 11th, 6:30 pm
- Location: City Hall Council Chambers

City Council Work Session

- Tuesday, March 24th, 7 pm
- Location: City Hall Council Chambers

